

### Ford Announces Improvements to Latest Models

Fuel Consumption Lower, Engine More Efficient and Changes Made in Springs.

The Ford Motor company, Detroit, has just made public a list of recent improvements in the mechanical features of Ford cars.

Asserting that Ford cars are better today than they ever have been before, the statement adds that fuel consumption is lower; the engine is even more efficient than formerly; improvements in the springs and steering apparatus insure easier riding and driving qualities; a new headlamp lens, which complies with all state laws, improves the road light, and that many other minor betterments have been made.

Ford pistons and connecting rods have been redesigned and are matched for weight before assembling into motors. This reduces vibration and gives the motor a quicker pickup. The new pistons weigh three-quarters of a pound less than those formerly used. A highly polished crank shaft bearing surface also reduces wear and, added to the piston and connecting rod improvements, insures a smoother-running and better balanced motor.

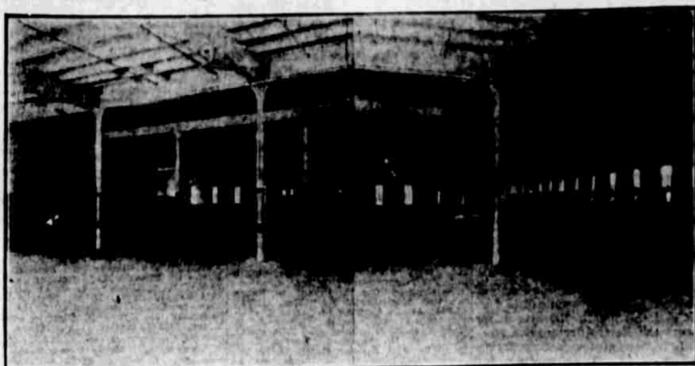
The new Ford carburetor gives increased acceleration.

The wiring system has been completely redesigned, and while it costs more to install than the old system, is most efficient, proof of which is evidenced by the fact that it affords a fire insurance rate as low as the higher priced cars on the market.

Many other changes have been made. A 16-inch steering wheel is now standard equipment; Timken roller bearings are used in the front wheels; one-piece pressed steel running-board brackets insure body rigidity and eliminate vibration and body noises; a dash weather-tough prevents rain from reaching coil terminals or dash wiring; the steering mechanism also has been improved; and the tools supplied to purchasers of Ford cars have also been improved in quality. Another important improvement in the truck chassis is the adoption of cord tires as standard equipment on the rear wheels.

The change made some time ago in the seating arrangement of the touring car has met with widespread approval. By lowering the seats and altering the seat backs, greater comfort was added.

### New Home of Oakland Motor Car Branch



The accompanying photograph was taken at the southeast corner of Twentieth and Harney streets, after the old building occupied by the Thomas Cusack company had been remodeled for the Omaha branch of the Oakland Motor Car company.

Under supervision of C. E. Burton, manager of the Oakland Motor Car company branch, this building has been completely remodeled and to-

day stands as one of the most complete automobile buildings in Omaha. These are more than 60,000 square feet of floor space on the two floors

and the basement.

The basement will accommodate storage for 100 cars and any car can be removed without disturbing the others. The first floor accommodates the general salesroom, used cars, service department and the storage room for demonstrating cars. The second floor is utilized for storage repair shop, parts room and general offices.

#### Former Clothing Firm Man New Motor Car Salesman



J. Bruce McLean.

J. Bruce McLean, for many years associated in Omaha with the men's furnishing and clothing business, has joined the sales force of the Universal Motor company, Ford agents, 2558 Leavenworth.

Mr. McLean is well known in Omaha through his years of service with the Eldredge-Reynolds company.

#### Chicago Show Features Wills Sainte Claire

The headline feature of Marshall Field & Co.'s eighth annual motor show, held in its colossal building, Chicago, was the Wills Sainte Claire.

This is a spring event, the opening of the motoring season proper, and consists of a remarkable exhibit of all the new and approved motor car accessories and appliances. One motor car manufacturer is invited to exhibit his engine, and only one. No other cars are shown. The car so selected must have won national approval and be recognized as a distinct advance in design and engineering.

In the past two foreign cars, Peugeot and Renault, and the Cadillac have been invited by Marshall Field & Co. to exhibit.

This official sanction by Marshall Field is virtually public acceptance of the Wills Sainte Claire into a very select group of the world's fine motor cars. A special cut-out power plant of the Wills Sainte Claire was shown and lectures on the engineering and metallurgical advances of the car were given all week by E. Philip Merrill, sales department of C. H. Wills & Co.

### Few Blowouts Due to High Air Pressure in Tire

Ordinary High-Class Tire, When New, Can Withstand 30 Times Recommended Inflation.

The heat that is noticeable in a tire after it has been run for a few hours is generated by the tire itself, due to flexing and bending of fabric and rubber. The amount of heat depends upon the rapidity and extent of this action. An overloaded or an under-inflated tire heats more rapidly than a properly inflated and properly loaded tire. An old tire, due to weakness, is more susceptible to this heat-producing action than a new tire.

The strength factor built into the standard pneumatic tires of today is far above what the tire is ever called upon to deliver, except under most extraordinary circumstances. Tests have shown that in order to blow out a new first-class tire by additional air pressure it is necessary to exert a force of over 30 times the regular recommended pressure.

Miller tire experts claim, therefore, that there is absolutely no reason, so far as a blowout is concerned, for a reduction of air pressure before going out on long runs or during hot days. The maximum increase in air pressure that could be expected, under any condition, would not exceed 15 pounds—the average would not be greater than six pounds. This small increase in pressure will not blow out the casing.

The motorist should not concern himself over making inflation allowances for changes in temperature. The important point to remember is at all times to have enough pressure and that it is very rare that one has too much.

### O'Meara Joins Sales Force of McCaffrey Motor Firm



J. H. O'Meara.

J. H. O'Meara, after spending eight years in retail automobile merchandising, has joined the sales department of the McCaffrey Motor company, at the Ford sales and service station located in the heart of the jobbing and retail district.

#### First Overland Car Purchased by Radio

Probably the first bona fide sale of an Overland car by radio was one completed last week by Leo Nachtrab, salesman of the Willys-Overland branch at Toledo, O. Charles R. Thorpe, secretary of the William B. Duck Radio company, was the purchaser.

See Want Ads bring results.

### Month Taken to Paint Every Car

Each Cadillac Auto Goes Through 24 Distinct Operations in Paint Shop.

A month is now required for each Cadillac car to pass through the paint shop, during which time it receives 24 distinct operations, one upon the other. The body is dried after each coat, and after the color varnishing, the body is upholstered, rubbed, striped, and finally covered with clear varnish.

The bodies are declared to be built with amazing substantiality. Sturdy oak and ash are used to make the frame work. Each corner is mortised to fit, then glued and clamped, as well as screw-fastened to make it hold. Diagonal steel bracing keeps the corners from shifting or sagging.

Cadillac bodies are covered, however, with steel and aluminum, a few large sheets pressed and welded together until each body is clothed in a single sheath of metal. Fites, emery, and sand blast remove any little unevenness and it is on this smooth, clean surface that the paint and varnish are applied.

Perhaps even greater care is paid to the interiors of the closed models. They must have all the luxuries of a fine drawing room, and great care is given to the choice of upholstery, coloring and the selection of all fixtures, both electrical and hardware.

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